

**AMENDMENTS to the CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (currently amended) A method for indicating that a product or item on a retail fixture matches a set of consumer preferences comprising the steps of:

equipping a retail fixture with a consumer identification unit and with a display unit indicator, said consumer identification unit having an identification proximity, said display unit indicator being associated with a sample product on said retail fixture, said retail fixture comprising a fixture selected from a group of a shelf, a table, a faceout, a riser, a slatwall, and a gridwall, said sample product being an actual, real item for sale or specimen of a set of items for sale;

responsive to a consumer moving from outside said proximity to inside said proximity, electronically establishing an identity of said consumer;

automatically accessing a persistent datastore to retrieve a set of preferences associated with said consumer identity;

automatically determining which if one or more sample products on said retail fixture match said preferences; and

activating said display unit indicator to illuminate ~~indicate~~ said sample products which match said preferences such that the attention of said proximate consumer is directed to the physical location of the matching products, said illumination comprising projecting an image around said sample products using a computer-driven projector.

2. (original) The method as set forth in Claim 1 wherein said step of establishing the identity of a consumer is selected from the group of reading a radio frequency identifier tag, reading a bar code, reading a magnetic stripe, and receiving input of a personal identifier code.

3. (original) The method as set forth in Claim 1 wherein said step of accessing a persistent datastore comprises accessing a database.

4. (currently amended) The method as set forth in Claim 1 wherein said step of determining ~~if~~ any which products match said preferences includes a step from the group of matching a consumer size, matching a preferred color, and matching a preferred price.

5. (cancelled).

6. (original) The method as set forth in Claim 1 further comprising the steps of:

retrieving an information data set associated with said products which match said preferences; and

transmitting said information data set to a preferred electronic destination associated with said consumer such that said consumer may collect said information data set for review and reference.

7. (original) The method as set forth in Claim 6 wherein said step of transmitting said information data set comprises transmitting an electronic mail message to an electronic mail address.

8. (original) The method as set forth in Claim 6 wherein said step of transmitting said information data set comprises transmitting an electronic file to a electronic mail address.

9. (original)

The method as set forth in Claim 6 wherein said step of transmitting said information data set comprises transmitting an electronic mail message to a persistent computing device selected from the group of an Internet-enabled wireless telephone, a wireless networked personal digital assistant, and a wireless Internet browser appliance.

10. (original):

The method as set forth in Claim 1 further comprising the steps of:

accessing an inventory datastore; and

determining if a product which matches said preferences is also in stock.

Claims 11 - 30 (cancelled).